



VINOS Y LICORES AZTECA S.A. DE C.V.

TTAB

May 26, 2010

UNITED STATES PATENT AND TRADEMARK OFFICE

Attn: Kari Kochersperger, Paralegal Specialist

Trademark Trial and Appeal Board

P.O. Box 1451

Alexandria, VA 22313-1451

91-199,512

Dear Ms Kochersperger,

We did not receive your initial letter and it appears we are late in responding to this second one.

First, Vinos Y Licores had no intention of causing any adverse publicity for the King Ranch.

We hold a registration in Mexico for King Ranch Mexico. As there was no involvement in alcoholic beverages, we decided to file for a registration for our alcoholic beverages in the United States.

When we filed the application we had no idea that we would run into such an outcry. After reviewing the situation it is obvious that we just withdraw the application, as it appears if we attempt to pursue the application, we would have to suffer a long and costly legal proceedings. It therefore makes no sense to pursue something that we will never be able to win.

Therefore, we understand things are better left as is.

We did not wish to just walk away without at least providing a letter of explanation and we think you for allowing us the opportunity to at least explain.

Melly Barajas to

Sincerely,

Carmen Lucia Barajas Cardenas



07-01-2010

U.S. PATENT AND TRADEMARK OFFICE